

## TECHNOLOGY STANDARDS

<b>Category:</b>	<b>ITC Number:</b> <a href="#">ITC- WEB-0502</a> <i>If approved</i>
<b>Subcategory:</b>	<b>Name:</b> Content
<b>Definition:</b>	Any material (text, graphics, etc) posted to a web site by a state agency.
<b>Justification:</b>	Agencies need a consistent method of determining what materials should be posted online and available to the public, and how it is posted.
<b>Specifications:</b>	<p><b>Agency-Controlled Content</b></p> <p><b>Statement of Purpose</b> Use of the website should be incorporated into the agency's strategic planning process and should support an identifiable business purpose. The content of all pages on agency's website servers should be related to the function and mission of the organization. Each organization's Web site should include, or link to, a specific statement describing the purpose and content of the website.</p> <p><b>Approvals</b> Each organization within an agency should designate responsible parties for reviewing and approving website content. Given the dynamic nature of the Web, it may be appropriate for an agency to establish a policy that delegates the release of website content to individual <a href="#">Content Providers</a>. When data is made available to the public through a web site, release procedures and/or authorizations comparable to those for any external publication should be considered.</p> <p><b>Responsible Party/Contact</b> Every Web site should list an e-mail address, or include a form, which can be used to contact a responsible party regarding the content of the page(s). The e-mail address should not necessarily be that of an agency employee and may be that of the <a href="#">Content Providers</a> for the website on which the document resides. Where personal service is not important, it is acceptable to establish generic e-mail addresses for agency public points of contact instead of using personal addresses (e.g., library@agency.gov rather than john_doe@agency.gov).</p> <p><b>Accuracy/Timeliness</b> Effective customer service and the credibility of an agency's public access Internet sites depend on providing up-to-date information. Information, particularly time-sensitive information,</p>

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such as grant announcements and press releases, must be posted as promptly as possible. Out-of-date information must be removed or updated promptly. It is recommended that agencies provide dates within Web sites so users are aware of the currency. The party responsible for the document or collection should determine whether to retain an electronic version corresponding to the outdated version. Because accuracy of all on-line information is an important goal, care should be exercised in the following areas:

- Information on which users may base important decisions (e.g., grant application deadlines, policy guidance, etc.).
- Inaccuracies, which may compromise meaning (e.g., missing text, misaligned table cells, etc.).
- Cosmetic flaws (e.g., titles not italicized, missing dashes, etc.). Before releasing an HTML document to a public server, the syntax and spelling should be checked and all links verified. The formatting adjustments that are required to present information in HTML are not considered to compromise accuracy if they faithfully convey the information in a document. Further, user controlled browser preferences may also alter the document format. If the document format is important, consider delivering the content in Adobe's Portable Document Format (PDF) or in Postscript files.

#### **Content Summary**

- The content of a Web site should be directly related to the organization's function and mission.
- Website content should be reviewed before release.
- Each Web site should identify and display a responsible party and provide contact information.
- Information within a document should be accurate and current. Spelling and grammar should be correct. Document content or data should comply with security and privacy policies.
- External links should be denoted with a disclaimer, stating that the agency is not responsible for the content.

#### **Organizational or Agency Websites**

Each organization within an agency, that has both the authority and responsibility to serve web pages, should maintain a Web site describing the organization, its structure and its activities. The organizational Web site should include appropriate links up the organizational hierarchy. It should also include appropriate links to subordinate Web sites (e.g., other organizations, programs, projects, etc.). Organizational entities that maintain Web sites should retain ownership of and responsibility for their information content.

#### **Agency Sponsored Websites**

Information on websites operated under agency funding, but outside of direct agency control, should be related to the purpose of the award under which the project is funded. The

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	<p>sponsoring agency should be identified prominently and a link should be provided to the sponsoring office or program's Web site. In the case of organizational servers where agency-sponsored information co-resides with other information, agency-sponsored information should be clearly identified and distinguished from non-agency-funded information.</p> <p><b>Program and Project Websites</b>          Program and project Web sites allow organizations to highlight specific efforts or functions within an organization. These collections are optional, but highly recommended. If appropriate, they should link to the sponsoring organization's Web site. Links from appropriate topical forums and a program/project index should be maintained on the main agency website to guide users to these special interest pages..</p>
<b>Recommendations:</b>	<p><b>Agency websites should be designed to:</b></p> <ul style="list-style-type: none"> <li>▪ Include links to each organization and agency program.</li> <li>▪ Accommodate cross-links among organizations, programs, projects, and individuals.</li> <li>▪ Provide a comprehensive catalog of the agency's publications and products.</li> <li>▪ Host links to agency-sponsored Internet sites and related external resources.</li> <li>▪ Sponsor topical forums on important agency initiatives through online discussion groups and provide collections of documents or resources.</li> <li>▪ Help users identify agency resources and services available to them by subject, role, or geographical location.</li> <li>▪ Provide a key-word searching capability on large sites.</li> <li>▪ Organization and agency-sponsored website materials should be coordinated with the main agency site for consistency and navigational ease.</li> <li>▪ Be compatible with version 4.0 browsers as a minimum - Recommendation based on an average provided by <a href="http://state.wv.us">http://state.wv.us</a> web statistics</li> <li>▪ Avoid (at all times if possible) browser specific code.</li> <li>▪ Site Map - recommended because it allows people to find information they might not for whatever reason be able to locate via provided links or a search capability.</li> <li>▪ Provide a Search box - recommended, but if unavailable, please provide a Site Map.</li> <li>▪ Site should maintain a consistent look and feel.</li> </ul>
<p align="center"><b>- Area -</b></p> <p> <input checked="" type="checkbox"/> Internet/Intranet           <input type="checkbox"/> Network           <input type="checkbox"/> Operating           <input type="checkbox"/> Data Standard           <input type="checkbox"/> Security         </p>	
<b>List Keyword or Metadata:</b>	<a href="#">Web, Internet, content</a>

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Provide the Status of this technology area: ☒ Under Review ☐ Rejected ☐ Accepted

**Audit Trail**

Creation Date:	<u>10/25/04</u>	Date Accepted/Rejected by Standards:	<u>12/01/04</u>	Date Accepted/Rejected by ITC:	
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Reason for Rejection:

Last Date Updated:      Date Last Reviewed:

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